

*Faience* #24190 11  
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# Faience Tiling

*And Its Application*



With Especial Reference to the  
EXTERIOR and INTERIOR

Decoration of  
Moving Picture Theatres

ISSUED BY

**Mueller Mosaic Company**

TRENTON, N. J.

*Manufacturers and Designers of*  
Faience Tile, Mosaics and Flemish Tiling



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# The Decorative Tiling of the Modern Theatre



**Art Faience Panel "Wild West"**



THE development or evolution of the moving picture enterprise is the most rapid known of any modern or ancient accomplishments of the human race.

The pictures themselves developed from the recording of little comical episodes to the presentation of well-staged dramas requiring miles of films and hours to "perform."

The housing of these wonderful shows kept step with the expansion of the "performance." From a small rented room, a whitewashed shanty, a portable tent, it has by stages assumed more dignified quarters.

The law has recognized the necessity of safeguarding the multitude of patrons by providing for sufficient room, for fire protection, etc.

It was also found expedient to give the house a pleasing and somewhat elaborate appearance and thus the exteriors have passed through all the phases of cheap, showy, decorative efforts, until at least some of them satisfy the artistic taste of the people by their well-planned construction and tasty decorations.



**Industrial Scene**





**Faience Decoration—Pavilion Garden Pier  
Atlantic City, N. J.**

It is naturally appropriate that a moving picture theatre should be striking in its appearance. It should present and suggest a cheerful atmosphere. This has always been the keynote of all places of amusement and recreation. To build a moving picture theatre on the lines of a bank building is out of the question. The gilded plaster affairs and papier mache creations have become obsolete.





### Art Faience Panel "Africa"

The house should represent a positive type, which could not be misunderstood, even if billboards and signs would not tell the story.

Decorative features must either be established by plastic or polychrome efforts. In other words, it must either be the sculptor or the painter who embellishes the walls and ceilings. Or this work must be done by both, as the best effects are obtained by the application of both branches of the decorative arts.

It takes color, however, to give the desired results, as form, unassisted by color, even when well conceived and executed, is not sufficient for the purpose.

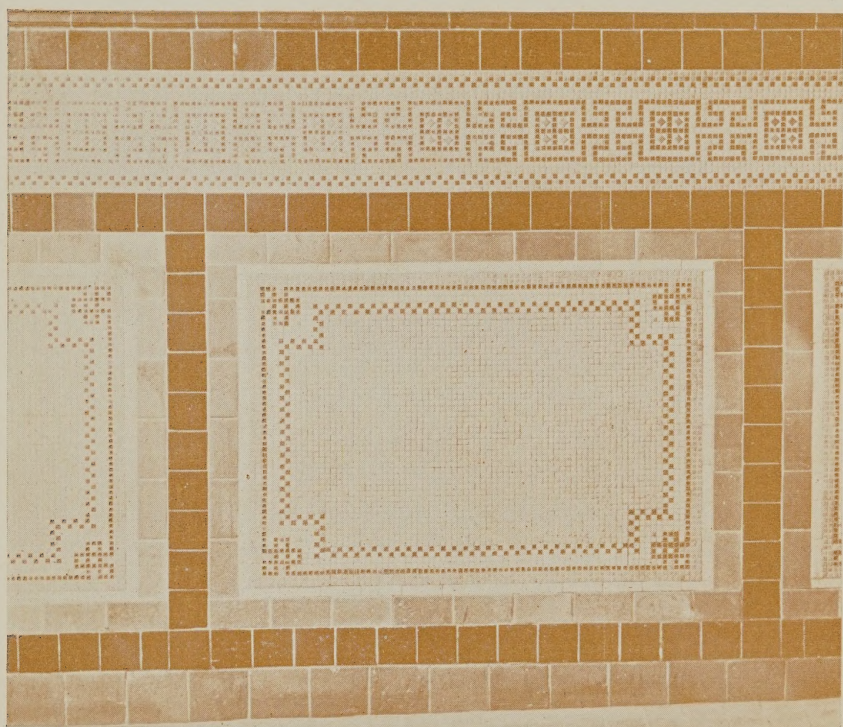
Here, again, we meet with conditions which must not be overlooked. A mural painting, exposed to our atmosphere, our smoke,





our frosts, will soon become unrightly and so we have to look for a material which gives us the desired color effect and also the durability.

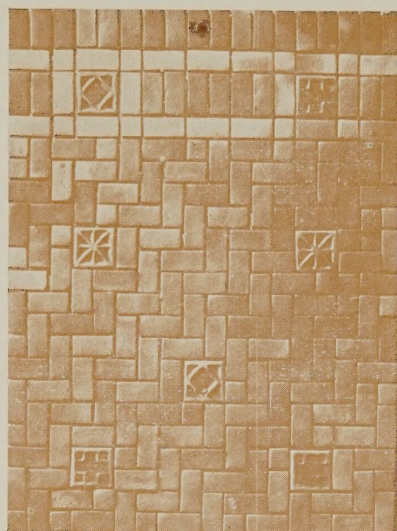
This material is **HARD-BURNED FAIENCE**. It may be furnished in any desired color scheme and in harmony with any selected style of architecture. Its texture is brilliant and never-changing, its durability and resistance to climatic and atmos-



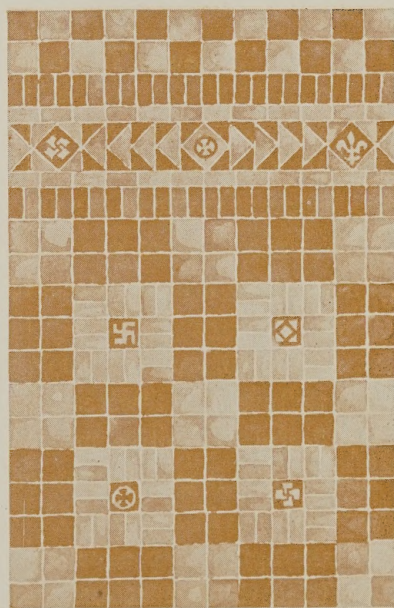
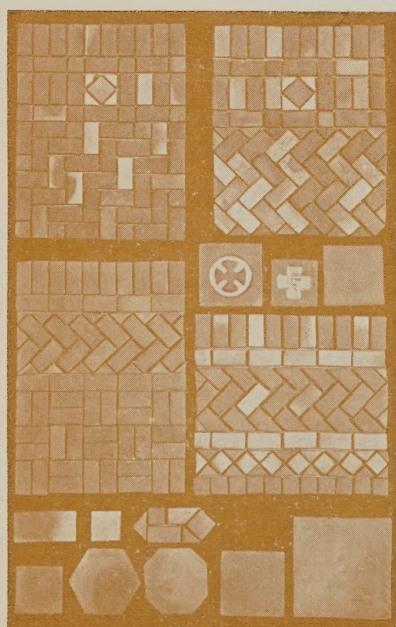
**Lobby Wainscot—Faience Tile and Mosaic**

pheric influences unquestioned. These Faience decorations may either appear as friezes or panels, and they can be set in brick walls, stucco or concrete.

For the exterior, picturesque scenes, emblems or other motives may be selected. For the wainscots of the vestibules and lobbies, colored or decorated tile of substantial Faience will make a most



**Flemish-Tiling**  
**2"x1" Herringbone and Inserts**



**Flemish Tiling—Various Units**





### Faience Tile and Mosaic—Wall Fountain

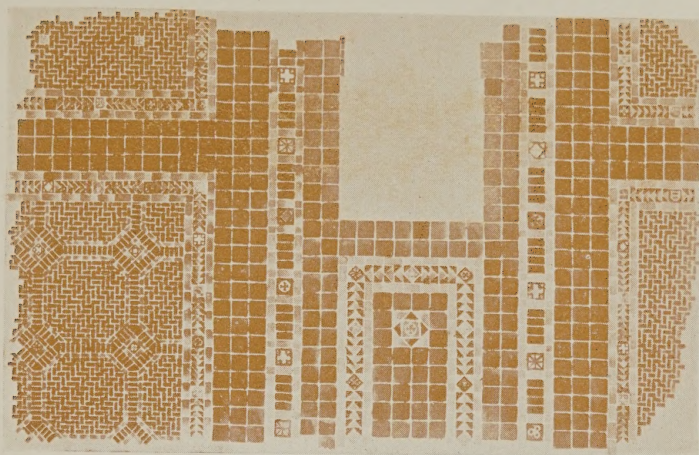
satisfactory veneer. The ordinary wall tile, while serviceable in private bathrooms, is hardly strong enough to resist the abuse of the great traffic in the entrance of moving picture theatres.

**Faience Mosaics** are also much favored for application on walls. They are very decorative, easy to clean and reasonable in price.

The great variety of colors, the various features contained in the texture, the tesserae, etc., have made **Faience** tile a truly wonderful decorative medium. It may be applied in large or small units, it may be gay or subdued in color; it may be plain or elaborate in design.

The application of richly-colored borders is especially appropriate in the lobbies and corridors of a moving picture theatre. Such borders may be constructed of **Faience Mosaic** set in conjunction with larger tile, forming pleasing panel effects.





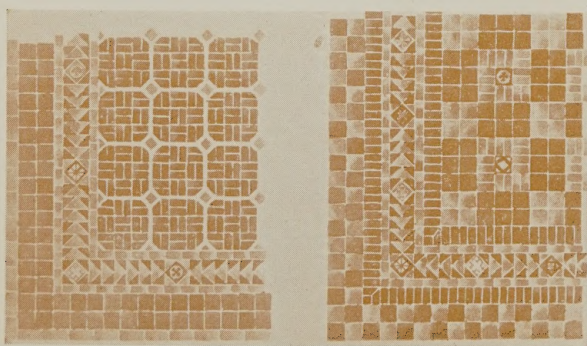
**Flemish Tiling—Floor of Hotel**

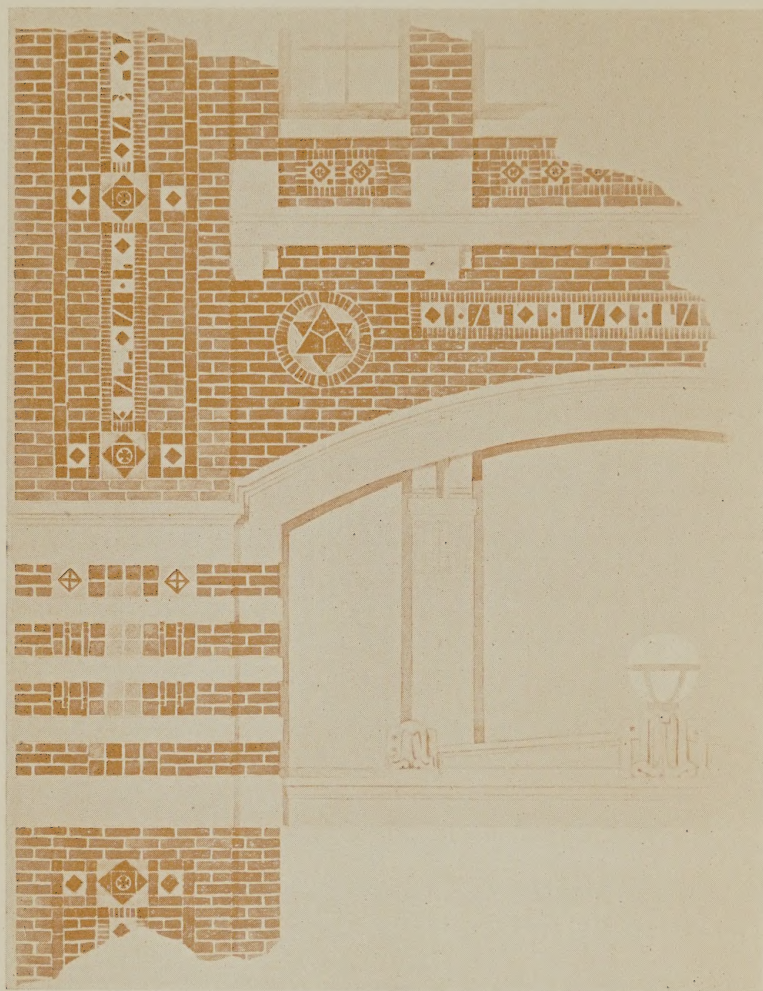
The **floors** of lobbies and aisles should also receive special attention. They should be sanitary, easy to keep clean and before all things **they should not be slippery!**

Highly-polished floors, or material which will become too smooth by traffic should never be considered.

The Flemish hand-made, unglazed tiling, designed in rather small units is by far the most satisfactory. It has a fine appearance, it is perfectly sanitary and it is **positively non-slippery.**

It is, furthermore, very reasonable in cost. Decorative features, signs, etc., can also be easily executed in these materials.





### Faience Inserts in Brick House

The **MUELLER MOSAIC COMPANY** has made the tiling of theatres a specialty. It has the staff to develop work of original, artistic character; it has the facilities to furnish work quickly and promptly and guarantees it. The best results are obtained by co-operation, and the **MUELLER MOSAIC COMPANY** most cordially offers architects and owners of moving picture theatres its assistance.



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MUELLER MOSAIC CO.,  
TRENTON, N. J.



*Manufacturers of*

Faience Roman Mosaic  
Faience Florentine Mosaic  
Faience Tile of all sizes  
Faience Inserts  
Pictorial Faience  
Flemish Floor and Wall Tile, etc.